

WMC

## ORDER



Flight Dates 10/17/12-10/27/12

Order Sep 00:30:00

Product

Estimate # 2950

Contract / Revision 837046 /

PHILLIPS FOR SUP CRT (R-MS) 294

Alt Order # 06378947

Original Date / Revision  
10/16/12 10/16/12

Agency Com 15%

Billing Type	Cash
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### Billing Contact

Order Type	Political
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Advertiser Phillips, Richard "Flip"

Billing Cycle EOM/EOC

7669 Stagers Loop  
Delaware, OH 43015

Billing Calendar BROADCAST

Agency     **Strategic Media Placement.**

Demographic A35+

Buying Contact **Whitney Eversole**

Sales Office T-PHI

Rev Codes	Agency	Political	Pol-Candid
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**7669 Stagers Loop  
Delaware, OH 43015**

Sales Region National

Product Codes PL685

Agency Ref

Priority P 4

Advertiser Ref

Primary Account Executive  
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share 38%    Market Value 43355

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	23%	9971
WKNO	%	0
WLMT	%	0
WMAV	%	0
WMct	%	0
WMCw	%	0
WPTY	1%	433
WPXX	%	0
WREG	38%	16475

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	47	\$14,003.75	\$16,475.00	0.00
<b>Totals</b>	<b>47</b>	<b>\$14,003.75</b>	<b>\$16,475.00</b>	<b>0.00</b>

### Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/27/12	47	\$14,003.75	\$16,475.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 1	WMC	10/17/12	10/19/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	--WTF--	:30	3	\$350.00	P 4	0.00	NM	3	\$1,050.00
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--WTF--		3		\$350.00		0.00					
E 2	WMC	10/22/12	10/26/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MTWTF--	:30	5	\$350.00	P 4	0.00	NM	5	\$1,750.00
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		5		\$350.00		0.00					
E 3	WMC	10/17/12	10/19/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	3	\$250.00	P 4	0.00	NM	3	\$750.00
3															



Contract / Revision 837046 Flight Dates 10/17/12-10/27/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:30:00

Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate # 2950

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WMC	10/17/12	10/19/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	3	\$250.00	P 4	0.00 NM	3	\$750.00
3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	--WTF--		3			\$250.00			0.00		
E 4	WMC	10/22/12	10/26/12	NBC Today Show NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$250.00	P 4	0.00 NM	5	\$1,250.00
4														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5			\$250.00			0.00		
E 5	WMC	10/17/12	10/26/12	Action News 5 @ 5a Action News 5 @ 5a	Comm	5-6a	MTWTF--	:30	1	\$150.00	P 4	0.00 NM	2	\$300.00
5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	--WTF--		1			\$150.00			0.00		
	Week:	10/22/12	10/28/12	MTWTF--		1			\$150.00			0.00		
E 6	WMC	10/20/12	10/27/12	NBC Saturday Today Show NBC Saturday Today Sho	Comm	SAT 6-8a	-----1-	:30	1	\$100.00	P 4	0.00 NM	2	\$200.00
6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-		1			\$100.00			0.00		
	Week:	10/22/12	10/28/12	-----1-		1			\$100.00			0.00		
E 7	WMC	10/20/12	10/20/12	Action News Saturday @ 8 Action News Saturday @	Comm	SAT 8-10a	-----1-	:30	1	\$125.00	P 4	0.00 NM	1	\$125.00
7														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-		1			\$125.00			0.00		
E 8	WMC	10/21/12	10/21/12	Action News Sunday @ 8 Action News Sunday @ 8	Comm	SUN 8-9a	-----1	:30	1	\$150.00	P 4	0.00 NM	1	\$150.00
8														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1		1			\$150.00			0.00		
E 9	WMC	10/17/12	10/19/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	--WTF--	:30	3	\$400.00	P 4	0.00 NM	3	\$1,200.00
9														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	--WTF--		3			\$400.00			0.00		
E 10	WMC	10/22/12	10/26/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	MTWTF--	:30	5	\$400.00	P 4	0.00 NM	5	\$2,000.00
10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5			\$400.00			0.00		
E 11	WMC	10/20/12	10/27/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----1-	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-		1			\$200.00			0.00		
	Week:	10/22/12	10/28/12	-----1-		1			\$200.00			0.00		
E 12	WMC	10/20/12	10/27/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-		1			\$200.00			0.00		
	Week:	10/22/12	10/28/12	-----1-		1			\$200.00			0.00		

Contract / Revision **837046** Flight Dates **10/17/12-10/27/12**

### Hiatus Dates

Original Date / Revision    10/16/12/    10/16/12

Order Sep 00:30:00

Advertiser **Phillips, Richard "Flip"** Product **PHILLIPS FOR SUP CRT (R-Estimate # 2950**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 12	WMC	10/20/12	10/27/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P 4	0.00	NM	2	\$400.00
12															
E 13	WMC	10/21/12	10/21/12	Sun Action News 5 @ 5p Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----1	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
13															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$200.00		0.00			
E 14	WMC	10/22/12	10/22/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	1-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$600.00		0.00			
E 15	WMC	10/17/12	10/19/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	--WTF--	:30	3	\$600.00	P 4	0.00	NM	3	\$1,800.00
15															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--		3				\$600.00		0.00			
E 16	WMC	10/22/12	10/26/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	MTWTF--	:30	5	\$600.00	P 4	0.00	NM	5	\$3,000.00
16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$600.00		0.00			
E 17	WMC	10/20/12	10/27/12	Late News Sa SAT Late News	Comm	SAT 10-1030p	-----1-	:30	1	\$400.00	P 4	0.00	NM	2	\$800.00
17															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1-		1				\$400.00		0.00			
	Week:	10/22/12	10/28/12	-----1-		1				\$400.00		0.00			
E 18	WMC	10/21/12	10/21/12	Late News Following NFL Late News Following NFL	Comm	SUN 1030-11p	-----1	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$500.00		0.00			
													Totals	47	\$16,475.00

REP HEADLINE# 6378947  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 610-225-7233  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT16/12 15.31  
\*\*\* WMC-TV \*\*\*

ADV # ADV. NAME POLI/E PHILLIPS/R/JUG/MS  
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

ORDER # 837046 CONTRACT # 6378947

PRDCT PHILLIPS FOR SUP CRT EST#2950 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT17/12 OCT27/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT16/12 15.31

REP: NEW ORDER  
FD: 10/17 - 10/27  
TTL: \$16,475  
PLS CNF  
THANKS  
ANGELA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
FLIP PHILLIPS FOR SUPREME COURT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30	4	\$350.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												
2			600A-700A	30	4	\$350.00	10/22	10/26	5		M-F	5
PROGRAM : NEWS												
3			700A-900A	30	4	\$250.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2950



REP HEADLINE# 6378947  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-7233  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT16/12 15.31  
 \*\*\* WMC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			1000P-1035P	30	4	\$600.00	10/22	10/26	5		M-F	5
PROGRAM : NEWS												
17			1000P-1030P	30	4	\$400.00	10/20	10/27	1		SAT	2
PROGRAM : NEWS												
18			1000P-1030P	30	4	\$500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
1030-11P												
OCT/12			16475.00									
CONTRACT TOTAL												16475.00
TOTAL SPOTS												47

MARKET TOTALS \$43,355 WMC 38% WHBQ 23% WREG 38% WPTV 1% WTVT 0% WPXX 0%  
 SVC- NSI  
 DEMOS- RA35+\*



# FLIP PHILLIPS

Revision #: 0 Date: 10/16/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201 Estimate: 2950

Media: TV Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2

Product: TV Flight Start Date: 10/17/12 5:00:00 AM

Market: Memphis Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots
WMC-TV																	
10	MTuWThF 6:00a-7:00a AM NEWS	EM	\$350.00	\$297.50	30	1	1	1	0	0	1	1	1	1	1	0	8
11	MTuWThF 7:00a-8:00a AM NEWS	EM	\$250.00	\$212.50	30	1	1	1	0	0	1	1	1	1	1	0	8
eff 10.1																	
12	MTuWThF 5:00a-6:00a AM NEWS	EM	\$150.00	\$127.50	30	0	0	0	1	0	0	0	0	0	0	1	2
13	Sa 6:00a-8:00a SATURDAY TODAY	WK	\$100.00	\$85.00	30	0	0	0	1	0	0	0	0	0	0	1	2
14	Sa 8:00a-10:00a TODAY SHOW	WK	\$125.00	\$106.25	30	0	0	0	0	1	0	0	0	0	0	0	1
15	Su 8:00a-9:00a ACTION 5 NEWS	WK	\$150.00	\$127.50	30	0	0	0	0	1	0	0	0	0	0	0	1
16	MTuWThF 5:00p-5:30p LOCAL NEWS	EN	\$400.00	\$340.00	30	1	1	1	0	0	1	1	1	1	1	0	8
17	Sa 5:00p-5:30p LOCAL NEWS	EN	\$200.00	\$170.00	30	0	0	0	1	0	0	0	0	0	0	1	2
18	Sa 6:00p-6:30p SAT EN	EN	\$200.00	\$170.00	30	0	0	0	1	0	0	0	0	0	0	1	2
19	Su 5:00p-5:30p SUN EN	EN	\$200.00	\$170.00	30	0	0	0	0	1	0	0	0	0	0	0	1
20	MTuWThF 6:30p-7:00p WHEEL OF FORTUNE	EN	\$600.00	\$510.00	30	0	0	0	0	0	1	0	0	0	0	0	1



# FLIP PHILLIPS

Revision #: 0 Date: 10/16/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201 Estimate: 2960  
Media: TV Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2  
Product: TV Flight Start Date: 10/17/12 5:00:00 AM  
Market: Memphis Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

Line No	Daypart	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots
WMC-TV																	
21	MTWThF 10:00p-10:35p	PT	\$600.00	\$510.00	30	1	1	1	0	0	1	1	1	1	1	0	8
ACTION 5 NEWS																	
22	Sa 10:00p-10:30p	PT	\$400.00	\$340.00	30	0	0	0	1	0	0	0	0	0	0	1	2
LATE NEWS																	
23	Su 10:00p-10:30p	PT	\$500.00	\$425.00	30	0	0	0	0	1	0	0	0	0	0	0	1
SU LATE NEWS																	
Total Spots:																	47
Total Cost: \$16,475.00 \$14,003.75																	
Total																	
OCT 12 \$16,475.00 \$14,003.75																	47

Disclaimer:

Signature: \_\_\_\_\_





# Summary by Station/System

Date: 10/16/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201 Estimate: 2960  
Media: TV Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2  
Product: TV Flight Start Date: 10/17/12 5:00:00 AM  
Market: Memphis Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WMC-TV	47	\$16,475.00	100%	\$14,003.75	100%
Market Total:	47	\$16,475.00		\$14,003.75	

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date**

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally

qualified candidate of the REPUBLICAN political

party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3

in the GENERAL

election to be held on: NOVEMBER 6, 2012.

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/3/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title